

Bcmc 2007

Educational Sessions Offer
"New Possibilities"

Choose your own training
path in Columbus!

by Emmy Thorson-Hanson

Attendees in Columbus will have numerous opportunities to discover new possibilities and learn from with the wide variety of educational sessions scheduled for BCMC 2007. This year BCMC will be covering topics in design, sales, steel...you name it, we got it. There will be three time slots for educational sessions, and each will feature four sessions attendees may choose from.

Design From All Angles

There are many different ways to address component design in your operation. Before you hire new technicians, it is imperative that you understand the economics of design because then you will know what reasonable performance expectations are for that new hire.

Attendees who want to learn about the mindset needed for developing efficient design, tricks of the trade and obstacles of efficient design from someone with



many years of experience under their belt won't want to miss "Economics of Design" featuring Joe Heinsman, P.E., Engineering Manager at Stock Building Supply, Inc.

Roger Turpen, a truss technician at Carter-Lee Building Components (a Pro-Build Company), will speak on "Measurements for Design and Productivity." He will help attendees discover what performance they should expect out of a designer and how to track issues that affect good performance, among other things.

Attendees who are looking for a creative outlet can attend Bob Dayhoff's session on "Creative Truss Repairs." This industry veteran from Shelter Systems Limited will put a twist on design and encourage attendees to think outside the box while offering actual solutions to repair problems and discuss how to work with engineering partners.

Incentive Compensation & Benchmarking

If you are looking to improve morale at your plant as well as increase your profitability, chances are good you are considering an employee incentive program and a benchmarking system in your plant. These two practices go hand-in-hand because a successful incentive program can present more figures to benchmark. When employees are working toward an incentive, they automatically buy in to measuring and tracking their productivity; it becomes game-like. This year two sessions are devoted to these useful strategies.

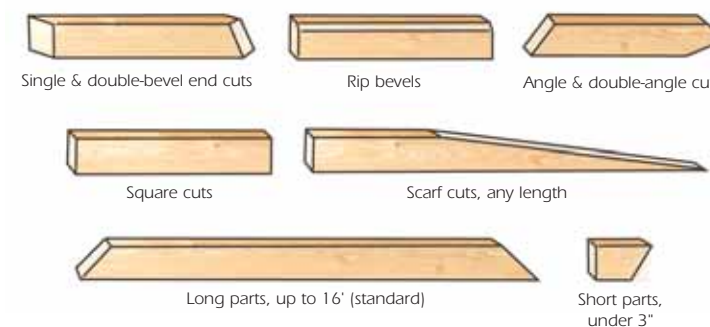
Two industry veterans with a combined 40 years of experience will team up for

Continued on page 24

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at a glance

- There are 12 educational sessions for attendees to choose from.
- Session themes include design, steel, wall panels, self-improvement, personnel and accident investigation.
- Early-bird registration deadline is August 25, so register now!

Editor's Message

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"Benchmarking: Find The Methods That Work For You." Scott Arquilla (Best Homes, Inc.) and Keith Hershey (WTCA) will cover various methods of capturing cost, what and how to measure, costs associated with benchmarking your company, and how to relate everything back to your business.

Attendees who missed the popular 2006 session "Incentive Compensation: If & How" with Joe Hikel of Shelter Systems Limited have one more shot. He's back again this year, and he will talk about team vs. individual, design vs. production, open book vs. closed book management and when incentives become entitlement. Get there early to avoid standing room only crowds!

Steel Components

In the last five years, the industry has seen a surge in cold-formed steel components. Once "fringe" product lines, these components are rapidly gaining acceptance in the marketplace. Now is the perfect time to explore this business and how diversifying into steel can actually expand your business. Whether you are curious about what it takes to start up or you led the charge in supplying steel components, "Mysteries and Myths of the Cold-Formed Steel Industry" with Bama Trusses VP of Sales, Joe Odgers presenting, is sure to pique your interest. This industry enthusiast will go over the cold-formed steel market, where the market is headed and why it makes perfect sense for truss manufacturers to add steel as part of their long term strategic plans.

Wall Panels

Wall panels are another product that have been gaining popularity in the marketplace. Wall panel aficionados and inquirers alike will benefit from the joint knowledge of Jason Blenker (Blenker Building Systems) and Casey Carey (Carter Components). Together they will talk about "Changing Your Panel Perspective." They compare stick framing and wall panel framing in the field, provide a cost analysis, discuss plant layout and equipment needed and talk about costs and liability.

Self-Improvement & Personnel

Starting at the grassroots is one of the best ways to initiate change. Whether you are looking to improve yourself personally, or kick-start your staff, the first step is recognizing areas that could use development.

Bryan Dodge (Dodge Development, Inc.), a radio personality and author, will give two presentations. In "How to Build a Better You" he will discuss self-improvement and personal growth with three main focuses: having your best year ever, creating consistent upward growth in your life and focusing on the things that really matter in a successful and happy life.

Component manufacturer roundtables are another great opportunity for you to learn and broaden your horizons!

Bryan Dodge

Bryan Dodge is a popular professional speaker, radio personality, and author, who made over 250 speaking appearances in 2006 alone. He focuses on leadership principles, accelerating personal and professional development, and success habits of the wealthy. "Life is too short not to be happy, and life is too long not to do well," is the idea that his teachings are based upon. Bryan is the host of the "Build a Better You" Radio Show on Dallas/Fort Worth's WBAP 820 AM and is the author of three professional development audio programs.

Dodge's second session will be "Taking Ownership of Leadership of Your Life." He will explain the three main laws of leadership, address central issues faced by all business owners and managers and cover time management strategies in this session.

A very popular guest speaker at BCMC 2006 was Bryan Arzani of the Results Group, and BCMC will bring him back for 2007! He will also be giving two presentations this year. The first session is "Power Tools for Hiring Producers Not Pretenders," in which he will talk about interviews, turnover, how to avoid job failures in new hires, and power tools to help recruit top producers.

"Why Performance Reviews Don't Work" is Arzani's second session. He will go over the top three reasons performance reviews are not effective, the key principles for improving performance, strategies for defining expectations, and how to make performance reviews objective and not subjective.

Special: Accident Investigation

Issues with truss misinstallation on the jobsite or structural member failures in occupied buildings can cause major disruption and a hefty price tag. All of the sudden your time is consumed with jobsite questions/concerns, problem solving, communicating with your insurance company and your attorney. This is not the time to begin thinking about your approach to investigating the accident and aligning your company to deal with these situations proactively and efficiently. Hear an expert's advice on what you need to know if you ever find yourself in a similar position. WTCA's Executive Director, Kirk Grundahl, will share his forensic engineering experience, which he has gained in his 29 years serving the industry.

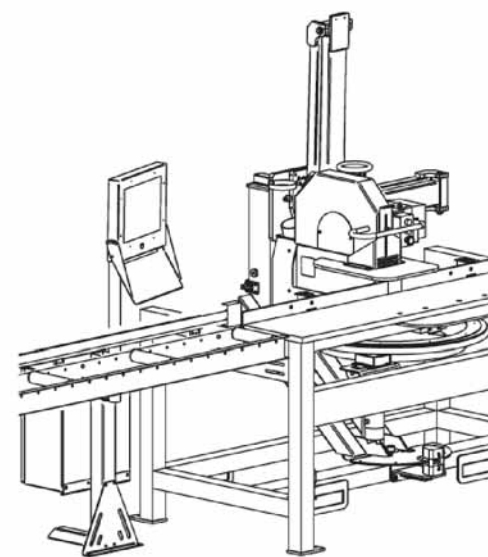
And don't forget that the component manufacturer roundtables are another great opportunity for you to learn and broaden your horizons! For information about the dates and times of the sessions and roundtables, visit www.bcmc-show.com. Make sure you register by Saturday, August 25, so that you can receive the early-bird pricing! We look forward to seeing you in Columbus! **SBC**

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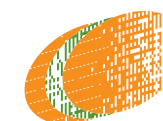


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